

UČNI NAČRT PREDMETA/COURSE SYLLABUS

Predmet:	Strateški marketing v javnem sektorju
Course title:	Strategic Marketing in Public Sector
Članica nosilka/UL Member:	UL FU

Študijski programi in stopnja	Študijska smer	Letnik	Semestri
Skupni doktorski študijski program UPRAVLJANJE IN EKONOMIKA JAVNEGA SEKTORJA , tretja stopnja, za pridobitev doktorata znanosti	Ekonomski (modul)	2. letnik	Celoletni
Skupni doktorski študijski program UPRAVLJANJE IN EKONOMIKA JAVNEGA SEKTORJA , tretja stopnja, za pridobitev doktorata znanosti	Javno upravljanje (modul)	2. letnik	Celoletni

Univerzitetna koda predmeta/University course code:	0060755
Koda učne enote na članici/UL Member course code:	3028

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samostojno delo	ECTS
20	20	0	0	20	90	5

Nosilec predmeta/Lecturer: dr Ivana First Komen

Izvajalci predavanj: dr Ivana First Komen

Izvajalci seminarjev: dr Ivana First Komen

Izvajalci vaj:

Izvajalci kliničnih vaj:

Izvajalci drugih oblik:

Izvajalci praktičnega usposabljanja:

Vrsta predmeta/Course type: izbirni/elective

Jeziki/Languages:	Predavanja/Lectures:	Angleščina, Drugo
	Vaje/Tutorial:	

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: **Prerequisites:**

Splošni pogoji za vpis v program.

Vsebina:

- Analiza teoretičnih okvirjev in zakonitosti sprememb na trgu
- Preučevanje prilagoditve novim pogojem s transformacijo tržnega sistema
- Tehnologija znanstvenega raziskovanja mikro in makro tržnega okolja
- Znanstvena osnova strateškega nastopa javnega sektorja na tržišču
- Raziskave za ugotavljanje določitev ponudbe javnega tržišča

Content (Syllabus outline):

- Analysis of theoretical frameworks and models of market change
- Studying adaptation to new conditions by transformation of marketing system
- Technology of scientific research of micro and macro marketing environment
- Scientific basis of strategic market performance of public sector
- Research aimed at determining characteristics of public sector marketing mix

6. Izvedbeni postopki, opredelitve tržne organizacijske strukture in kontrole tržnih uresničitev	6. Implementation processes, definition of marketing organisation structure and control of marketing performance
7. Trendi, ki vplivajo na marketing v javnem sektorju	7. Important marketing trends in public sector

Temeljna literatura in viri/Readings:

- Hunt, D. S., Foundations of Marketing Theory, M.E. Sharpe, London, 2002
- Journal of Public Policy and Marketing
- Journal of Nonprofit & Public Sector Marketing
- [Lee, N.R.](#), Kotler, Ph., Marketing in the Public Sector: A Roadmap for Improved Performance, Pearson Prentice Hall, 2006

Cilji in kompetence:

Cilji:
Zmožnost poglobljene kritične analize, evalvacije in sinteze kompleksnih idej ter poglobljeno razumevanje teoretičnih konceptov področja upravne in poslovne znanosti.

Kompetence:

Študent:

- analizira teoretične okvire in zakonitosti sprememb na trgu,
- prilagaja se novim pogojem na trgu,
- kritično obravnava znanstvena dela s področja marketinga javnega sektorja,
- prepozna znanstveni in metodološki prispevek raziskavo,
- določi prihodnost ustanove v javnem sektorju in njen ciljni trg,
- izvaja raziskavo trga za potrebe javnega sektorja.
- ugotavlja in ovrednoti prednosti in slabosti javne ustanove ter grožnje in možnosti iz okolja.
- uporablja strategije razvoja izdelka in strategije razvoja trga,
- zagovarja znanstveno utemeljeno prepričanje (mnenje) o izvedbi tržnih procesov,
- uporablja proces kontrole in meri uspeh izvedbe strategije ter doseganje tržnih ciljev.

Objectives and competences:

Student:

- Analyses theoretical framework and models of market change,
- Adapts to new market conditions,
- Critically reviews scientific papers in the field of public sector marketing,
- Recognises scientific and methodological contribution of a research,
- Defines the future of institution in public sector and defines its target market,
- Conducts market research for the public sector needs,
- Identifies and evaluates public institution's strengths and weaknesses and environmental threats and possibilities,
- Applies product and market development strategies,
- Propagates a scientific opinion on organization's marketing implementation processes,
- Applies control process and measures success of strategy implementation and market goals fulfillment.

Predvideni študijski rezultati:

Študent bo spoznal raziskovalne kompetence in metode strateškega marketinga v javnem sektorju. Študent bo prispeval k razvoju znanja in področju strateškega menedžmenta v javnem sektorju.

Intended learning outcomes:

Student will be fully acquainted with research skills and methods for strategic marketing in the public sector. Student will contribute to development of knowledge in the field of strategic marketing in the public sector.

Metode poučevanja in učenja:

1. Predavanja.
2. Raziskava v timu.
3. Analiza primera na videu.
4. Debata in diskusija o proučevanih temah.
5. Individualno učenje za izpit.

Learning and teaching methods:

1. Lectures.
2. Team work research.
3. Video case studies.
4. Debate and discussion on studied topics.
5. Individual study for the exam.

Načini ocenjevanja:

- Raziskovalno delo in predstavitev
- Izpit

Delež/Weight

50,00 %

Assessment:

- Research paper and its presentation
- Exam

Reference nosilca/Lecturer's references:

1. Grbac, Bruno; First, Ivana (2011), Dynamics of market orientation in Croatian economy, Zbornik radova EF u Rijeci: časopis za ekonomsku teoriju i praksu/The Proceedings of Rijeka Faculty of Economics - Journal of Economics and Business, Vol. 29, Issue 2, 2011, p. 373-394 (ISSN 1331-8004).
2. Sinha Khatriwal, Deepali; First, Ivana (2012), Enabling Closed Resource Loops in Electronics: Understanding Consumer Disposal Behaviour Using Insights from Diffusion Models, Economic Research, special issue (2); pp. 47-68. ISSN: 1331-677X.
3. First, Ivana; Sinha Khatriwal, Deepali (2010), Exploring the Relationship Between Environmental Orientation and Brand Value: Is There Fire or Only Smoke?, Business Strategy and the Environment, 19 (2); pp. 90-10 ISSN: 0964-4733.
4. Grbac, Bruno; First, Ivana; Dlačić, Jasmina (2002), Marketing i grad u Rocco, Fedor; Borš, Vanja (Eds.). Znanstveni simpozij na temu "Razvojna strategija i marketing grada i županije", Zagreb, CROMAR, pp. 91-10 ISBN: 953-98717-1-9.
5. Shultz II, C.J. Burkink, T.J., Grbac, B. Renko, N. (2005): When Policies and Marketing Systems Explode: An Assessment of Food Marketing in the War-Ravaged Balkans and Implications for Recovery, Sustainable Peace, and Prosperity, Journal of Public Policy & Marketing, vol. 24, no.1, 24-37. ISSN: 0743-9156.
6. Grbac, B. Meler, M.: Designing Higher Educational Programs on a Marketing Basis – u: Witkowski, Terrence H. (ed.), Proceedings of the 34th Annual Macromarketing Seminar - Rethinking Marketing in a Global Economy, Macromarketing Society, University of Adger, Kristiansand, Norway, June 4-7, 2009, 160-168. ISBN: 0-9795440-9-2.
7. Grbac, B. (suautor s Martin, J.): Policy Implications of Industry Market Orientation in Transition Economies - u: Cadeaux, J. (Ed.), Pecotich, A. (Ed.), Macromarketing in the Asian Pacific Century, 27th Annual Macromarketing Conference, The University of New South Wales, Sydney, 2002, 272–285. ISBN 0-7334-1920-8.